

## CaLP Guest Blogging Guidelines

To progress debates on key issues related to cash and voucher assistance, and showcase the work and ideas of our membership, CaLP aims to regularly publish guest blogs from our members. This opportunity is currently open to representatives from CaLP member organisations only.

If you have an idea for an article that would be relevant to the cash and voucher community, short pitch to [info@calpnetwork.org](mailto:info@calpnetwork.org) using the subject line 'Guest blog idea'.

### General guidance

**Suggested length:** 600-1,000 words

**Audience:** Guest blogs will be shared on the CaLP website, which attracts thousands of users each month. Many of these users are working in cash and voucher assistance, but some are new to the subject matter, so please avoid jargon and acronyms and use simple language wherever possible.

**Promotion:** We will share guest blogs with our D-Group community of more than 3000 individuals engaged in cash and voucher assistance. We will also promote the blog via the CaLP social media channels. We ask guest bloggers to support with promotion through their own social media accounts and also explore whether their organisations can do the same. Please be sure to tag CaLP @cashlearning in any social media posts.

**Timeline:** The turnaround time for publishing guest blogs depends on a variety of factors, including how time-sensitive the article is, whether edits and revisions are required and the capacity of CaLP's staff. As much lead time as possible is always appreciated! If you have a blog idea that is tied to a specific day, event, conference, or news hook, let us know.

**Sign off:** It is crucial that you have written permission, of the appropriate level, from your organisation to publish the blog as a named representative.

**Fact checking:** The onus is on the author to ensure the blog is fact checked before submission. This includes checking the credibility and accuracy of any articles, websites or literature referenced in the blog. CaLP may request confirmation that fact checking has taken place in certain cases.

## Publication Process

**Editing:** The CaLP communications team will review the blog and make any suggested copy edits.

**CaLP sign off:** Relevant CaLP colleagues, including the CaLP Director, will be consulted before a decision to publish a blog is finalised. These colleagues may also wish to suggest edits to the content of the blog before signing it off (to clarify points or query facts, rather than to alter the argument or push a different opinion). All copy edits and suggested amends to the content will be sent back to you for approval before publication.

**Photo and bio:** We ask that you share a high resolution photograph and a short biography (approximately 50-100 words). This will be published in the footer underneath the guest blog.

**Informing relevant stakeholders:** As a courtesy, CaLP may choose to notify in advance of publication any individuals or organisations who might be impacted by the blog for informational purposes. Once the blog is live, anyone will have the right to reply. CaLP will communicate any feedback to the author of the guest blog to agree a joint way forward.